LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 347—(MERIT ATTRACTS)—Reg. No. 36996—Page—4 colors—Supplements, 1977 (A)
Printed in U.S.A.

Merit Attracts Large Numbers of High Tar Smokers.

Low tar MERIT with 'Enriched Flavor'™ tobacco gaining solid support from "taste" smokers.

Most current MERIT smokers have come directly from high tar cigarettes.

It's clear: low tar MERIT is delivering the kind of taste that can satisfy high tar smokers, the toughest "taste" critics of low tar smoking.

The reason is a real advance in tobacco technology that results in a way to boost natural tobacco flavor without the usual corresponding increase in tar.

It's called 'Enriched Flavor' tobacco.

MERIT and MERIT 100's are packed with this special tobacco.

And both were taste-tested against a number of higher tar cigarettes.

Overall, smokers reported they liked the taste of both MERIT and MERIT 100's as much as the taste of the higher tar cigarettes tested.

Cigarettes having up to 60% more tar!

Only one cigarette has 'Enriched Flavor' tobacco.

And you can taste it.

© Philip Morris Inc. 1977

Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette, FTC Report Aug '77
100's: 12 mg "tar," 0.8 mg nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

LOW TAR-'ENRICHED FLAVOR'

MERIT

Kings & 100's

2061192335

Source: https://www.industrydocuments.ucsf.edu/docs/nlfn0003

2061192335